



Florida

HOME

LISTING GUIDE

*Everything you need to know to
successfully list and sell your home!*



Kim Smith



KimSmith-Realty.com/FloridaSeller



WELCOME HOME



Hi, I'm Kim and I believe in home.

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable.

When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive. Rest assured that together, I can help you navigate the process with ease.

We'll outline the process and create a plan together, so you don't have to do any of the heavy lifting.

From staging your home, to finding the right buyers, negotiating the best terms for you & creating a smooth close, this booklet will be your guide. I am a member of the Miami Realtors Association and National Association of Realtors.

Kim Smith

Realtor. The Professional Difference!

KIM SMITH

About Me

You'll find I am passionate about real estate and I'll bring my enthusiasm to the process. My clients benefit from clear and consistent communication and advanced technology to streamline the closing process.

 @KimSmithRealty



**FLORIDA
REAL
ESTATE
CORP.**

NEW LISTING

**2072 SQ FT | 4 BED 2.5 BATH
1.9 MILLION ON WEST PALM BEACH
KIM SMITH: 404-409-8696**

I will make your home a “Showcase Listing”

Introducing a new way to differentiate your home online. I am a certified Zillow Showcase agent. This is great news for your listing because Showcase listings are 20% more likely to go under contract in the first 14 days. Showcase listings sell for an average of 2% more than regular listings. Showcase listings make your home stand out and get exponentially more traffic.

All of my Showcase listings include a top tier photographer to capture high resolution, captivating interior & exterior photos, high-res floor plan, and virtual tour with interactive floor plan high-resolution photography professionally edited HDR (high dynamic range) real estate photography offers vibrant still images with blue sky and green grass enhancements.



High- Tech Approach:

- High-resolution Photography
- Drone Photography
- Virtual Tour
- Interactive Floor Plan



MARKETING STRENGTH

As your agent my primary goal is to create a compelling listing profile and expose it to as many qualified buyers as possible through trend-forward marketing campaigns that highlights your home's most unique qualities and compelling features.

Creativity and efficiency are key when it comes to running a successful real estate marketing campaign. That's why I use the most cutting-edge marketing software. The platform's optimization calendar and intuitive posting allows me to efficiently focus on selling your home and use the most effective marketing strategies.

I am results driven. I work with a small number of clients, where I can focus on quality and creativity. I provide consistent communication throughout the entire process. My marketing plan includes your "Coming Soon" campaign, listing launch, and on-going promotion. I also build and maintain your own dedicated YouTube listing page, making it readily found by thousands of potential high-quality buyers.



LISTING PROCESS

I KNOW THAT SELLING YOUR HOUSE CAN BE STRESSFUL...



But it doesn't have to be. Instead it can be the glorious start to a new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With our modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD.

Let's be honest, moving to a new home is **EXCITING!**



LISTING CONSULTATION

This is where we make a plan together. As your agent, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time.

I'll also be preparing marketing materials for your review, including an overview of our marketing campaign, an explanation of social media strategy and a comparative market analysis to show you what is selling (and not selling) in your market.



A few things to think about before we meet...

What is your moving timeline? What do you hope to net from your home sale? What concerns do you have about listing or buying?

Write these things down before we meet so we can talk through all the details!

-Kim

THE HOME SELLING PROCESS

What to expect from start to finish



- Evaluate your needs
- Set the right price
- Determine time frame
- Research
- Implement a customized marketing plan

- Prepare your property for sale
- Show to potential buyers
- Take feedback & make adjustments

- Receive, negotiate, accept offer
- Begin closing process
- Assist with mortgage, inspection & title process

- Final walk-through
- Assemble documents
- Attend closing
- Sign documents & contract



SETTING THE RIGHT PRICE

You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in.

Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and plan together. Ultimately, the market will tell us if your home is priced right.

A real estate advertisement featuring a modern, multi-story building at night, reflected in water. A woman with blonde hair, wearing a dark blue top, is standing in the foreground on the right. The background is a dark blue sky with the building's lights reflecting in the water.

Built in 2018

New Listing

4 bedroom/2.5 bath
3.2 Million

4500 SW 66th St Suite 1152

FLORIDA
REAL
ESTATE
CORP.

KimSmith-Realty.com | 404-409-8696

AGENT COMPENSATION

Inside real estate transactions there are typically two agents involved. One agent represents the seller, the other agent represents the buyer. Each agent works hard to create circumstances that are agreeable to their clients.

Typically, seller's offer 3% of the purchase price to their agent and 3% to the buyer's agent. 2024 NAR regulations prohibit us from stating the buyer's commission in the actual MLS listing, but it is still recommended that seller's offer a percentage of the purchase price to a buyer's agent.



- It makes your listing more appealing. When every other listing is offering a buyer's co-broke agents are motivated to get their clients into yours.
- It creates a smoother transaction. A represented buyer is a buyer that is educated with an agent working to make sure we get everyone to the closing table.



PREPPING THE HOME

Cleaning & prepping your home to sell
can increase its value by 3%-5%

Kitchen

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

Family Room

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

Bedrooms

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

Bathrooms

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

Backyard

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

Front Entry

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

Throughout

- Wipe down all blinds
- Touch up any drywall or paint

Final Clean

Prior to photos and videos we'll have a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.



DO YOU NEED TO PAY A BUYER'S AGENT?



Home seller's have never been required to pay buyer's agent.

Offering the buyer's agent a percentage of the purchase price does offer you a competitive advantage which is why it has almost always been done this way. Lenders won't let buyers finance their agent's work. Buyers face a LOT of upfront fees when buying a new home, so when a seller offers a percentage to the buyer's agent, the number of buyers that can now afford the home skyrockets. Sellers often benefit from this structure as well, because once you sell, you often need to buy...and you'll likely be able to afford more when the seller offers your agent a percentage.

PREPPING THE HOME

Cleaning & prepping your home to sell
can increase its value by 3%-5%

Kitchen

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

Family Room

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

Bedrooms

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

Bathrooms

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

Backyard

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

Front Entry

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

Throughout

- Wipe down all blinds
- Touch up any drywall or paint

Final Clean

Prior to photos and videos we'll have a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.



**KIM SMITH**
Realty

PROFESSIONAL PHOTOS

Ever heard that old saying: "You never get a second chance to make a first impression?" Well, it's true! In real estate, that first impression can be the difference between getting an early contract and having it sit on the market for months. That's why I only hire industry-leading photographers and drone videographers to create captivating media that gives your home a competitive advantage and drives more traffic to your online listing.

Once I receive your media package from my experienced photographer, I elevate your home's online presence to stand out from the crowd with Zillow's exclusive Showcase listing program. As one of a few real estate professionals in your market selected by Zillow to offer this exclusive feature, I can help your home stand out from all of the other listings. It's a premiere service I subscribe to and it directly benefits you!

Not only do Showcase listings captivate visitors with scrolling room-by-room photos, but they also feature engaging additions like virtual tours and interactive floor plans that connect the photography to the location, giving buyers richer insights into your home's unique layout and features. This way, buyers gain a more comprehensive understanding of the home before they come to your open house.



GO TO MARKET TIMELINE

Homes perform best when they go to market on Thursday. In order for your home to go to market on Thursday, all cleaning and photos need to be taken 2-3 weeks prior.

On photo day, we'll do staging and cleaning prior to photography. All photos, videos, and drone shots are edited to perfection. Your job is location, location, location. My job is marketing, marketing, marketing!

AWARD-WINNING MARKETING

My Competitive Edge

- Your home website
- Neighborhood canvassing
- Social media posts & ads
- Open house materials- custom flyers/ snacks



Three Step Marketing Process

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.

01

LISTING: I know, most agents do not spend a lot of time writing a compelling listing, but that is exactly what will help you sell your home quickly for the most money. It's my competitive advantage.

02

SOCIAL: They see a postcard in the mail and then a reel pops up talking about the same house. Then a Facebook ad... finally, buyers are clicking on the link to your personal website, where they can take a full digital tour.

03

OPEN HOUSE: Which invites them to the Open House so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.



KIM SMITH
Realty



"Kim was amazing to work with to sell my home. Her communication was thorough. The listing process was so smooth. Because of her excellent Online marketing strategy my home was under contract in less than one day! I would recommend Kim to anyone wanting to work with the best real estate professionals in the industry." Stuart | Acworth



the TIMELINE

CLEAN & PREP

- Begin packing & remove 30% of items in closets
- Remove all clutter from counters, tables, & floors
- Remove personal photos

SOCIAL DEPLOYED

- Professional photographs
- Multi-media shoot targeted videos with drone

PHOTO & VIDEO

- Multi-media professional shoot of home & property including photographs, videos, and drone

OPEN HOUSE

- Opening weekend, no showings prior
- Open House on Friday, Saturday or Sunday

COMING SOON

- Sign placed in yard. No Showings until Open House
- Launch Online campaigns on Instagram, Youtube, X, LinkedIn, & Facebook paid ads

NETWORK PROMOTION

- Promotional campaigns to thousands of M1 agents/ brokers, including Coming Soon, Just Listed, Open House, Under Contract, and Sold



KIM SMITH
Realty



"Kim was professional and attentive at all times. She was patient and confident in her ability to lead us through the listing process. I would recommend her to anyone looking to list or buy a home in Acworth, GA."
Benjamin | Acworth

ONLINE DEBUT LISTED TO SELL

It's no secret that marketing in the housing industry has changed over the years. 95% of home buyers turn to the Internet when looking for new homes. In fact, 54 percent of buyers say that using the Internet is their very **first** step in finding a new home.

I give your home as much visibility as possible using a variety of exclusive tools to ensure your home is seen by thousands of potential buyers.



OPEN HOUSE



Open houses are essential when selling a property.

Think about it: when you hold an open house, you're exposing your listing to the world. That means that each event gives your property renewed attention on all of the online portals to potential buyers. An open house also gives buyers a chance to experience your home in person and envision themselves living there!

Not only does this mean more exposure for your property, but the extra foot traffic means that someone who's just looking for fun or out of curiosity might end up being your next buyer.

PRESENT OFFERS

I present you with an offer or offers as soon as I receive it. We'll get together as a team to review the offers side-by-side so we can effectively compare their key points, which indicate the strength of an offer, including the purchase price, length of due diligence, financing method, appraisal contingency, and home sale contingency. We decide on which one to accept or possibly make a counteroffer.

In a multiple offer situation, we'll ask for "highest and best," which asks all the buyers' agents to go back to their buyers, notify them that there are multiple offers and ask them if they'd like to strengthen their offer. That night after the deadline we will review them all at once.



UNDER CONTRACT

Contingencies

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that they can choose to include in your contract.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with me and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.



COMMON

Inspection 01 *Contingency*

Most contracts have an inspection contingency. This is where the buyer is able to do their due-diligence on the property with a professional inspection.

Financing 02 *Contingency*

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from a lender.

Appraisal 03 *Contingency*

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

Home Sale 04 *Contingency*

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.

CONTINGENCIES



CLOSING DAY

This is it! The big day!!! I've done this dozens of times and I promise you, we'll get through it just fine. You'll be signing a lot of paperwork today, most of it pretty dull, all of it important. The good news is, it's all paperwork we'll have already reviewed. After you sign everything...the deal is closed once the following is done:

1.The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the title company will send it to record. This can take a few hours.

2.Dependent on when the deed records, funding will follow. Some loans fund the same day, some take up to 48 hrs after recording. The home is officially closed once it is recorded. Don't stress about the funding being immediate. The lender and title company have the funds, it's just a process to transfer them into your bank account.

Once the deed records, we'll release keys to the new homeowner.



What you CAN EXPECT



I bring enthusiasm, experience, and expertise to the closing table. I have cultivated a highly effective skill set, including property valuation, negotiation, strategy, communication, and a contract writing. You'll find I am passionate about real estate and I'll bring my enthusiasm to the process. My clients benefit from clear and consistent communication and advanced technology to streamline the closing process.

Kim



KIM SMITH

LISTING AGENT SPECIALIST

 KimSmithRealtyFL

 KimSmithRealty

 KimSmithRealty

 kimSmithRealty

 KimSmithRealty

What my clients are saying...



James | Acworth

“Kim was able to get my home under contract in 7 hours after listing for over asking price! She is very friendly and knowledgeable. She explained everything in detail and was there every step of the way in the process. I would recommend Kim to anyone.”



Ally | Kennesaw

“Kim was so kind and patient when it came to helping me through the process. She brings such a warm energy and takes time to get to know you and help you find exactly what you are looking for! She made the process easy and helped every step of the way.”



READY TO LIST?

Set your appointment here:



KIM SMITH

Realtor | Listing Specialist

☎ Direct: 404-409-8696

✉ KimSmithRealtyFL@gmail.com

🌐 KimSmith-Realty.com/FloridaSeller

